Abstract

Bazaars are expressions of connection between the city and its residents. These have developed into public space in the urban context. A bazaar is also a representation of a society’s culture and acts as a social center. These are strategically placed in the context. It is the center for commercial and cultural activities, adding texture and liveliness in the city.

The aim of this dissertation research is to understand the importance of the use of products as elements of interior design in a retail space.

The concept behind the retail design in a bazaar or a market is very different from that at a mall or even proper retail outlets. In case of a bazaar importance is given to the product and the space is designed around it. In most cases, it the product itself becomes the architectural, interior design element that creates spaces in these shops. It is because of the temporary design, these shop owners aim for, the transformation in their retail space design, (which is perhaps the most important changes in a retail design) is simple as their “product designed spaces” can adapt itself to that change, which otherwise would not be possible in permanent concrete structures.

The concept of creating such an environment is most likely to give flexibility to the shop owners to design their stalls / shops in whatever possible and appealing approach they want to take.

As designers one needs to realize that products are not for mere display in a pretty or a glorified display window and display shelves. For a retail outlet to have an impactful design, the interior designer needs to articulate the products into elements of interior design, such as screens, backdrops, wall planes and in some cases even ceiling planes. The precedence for such a design is very well present in our local context, our local bazaars; these may not be the best design, but can definitely be used as a starting point of a good retail design.